Content types 3: Company stories, case studies, infographics

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Types of content you can create

- **Company stories**
  - Storytelling is a great way to describe how and why your company started or what problem you solved
  - Stories help you connect with potential customers on a deeper level
  - You can write stories about your team members, your new office, charity work that your company does
  - Stories make companies more approachable and trustworthy
  - You can also write stories about your customers and the interesting things they've done with your product
- **Case studies**
  - If you have customers that have used your product successfully, you can share their experience (with their permission)
  - Make sure you include some actual data to support the story

- **Infographics**

- Infographics help you tell a story in a visual engaging way, usually by using a long vertical image

- Infographics might have other content types embedded in them

- You can use text to explain the images, but you should focus on the visuals

- How to create an infographic:
  - Hire a designer
  - Use free tools like Canva